

CATEGORY: PUBLIC RELATIONS
SECTION: University Publications
SUBJECT: Use of University Name, Logos, Trademarks, Service
Marks, and Oversight of the Quality of Goods or
Services with which they are Associated
EFFECTIVE DATE: April 15, 2008 Revised
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I. SCOPE

This policy establishes the University of Pittsburgh's right to control the use of the University name, logos, trademarks, and service marks; the nature and quality of goods or services with which they are associated; and, in order to achieve uniformity of presentation of the marks, the artistic form in which the marks are reproduced.

It applies to identity marks (whether registered or not), adopted or used by the University as word marks, such as "UNIVERSITY OF PITTSBURGH," "PITT," and "PITT PANTHERS," and others containing graphic components in addition to the words, such as the University seal, a representation of a football helmet or a representation of a panther.

It also applies to the oversight of the quality of goods or services with which they are associated.

II. POLICY

Commercial Use

No one may use, or authorize licensed vendors to use, the University's identity marks in a form that differs from the officially sanctioned identity marks.

- Requests for permission to use or to license the University identity marks on commercial products or services shall be considered only if the requesting vendor is officially recognized by the University or is a current vendor of the University at the time of the request.
- Licensing: Commercial licensing of the University identity marks on products or services is controlled exclusively by the Director of Licensing, with advice and counsel from the Office of General Counsel (OGC) and the Department of University Marketing Communications (UMC) within the Office of Public Affairs, as appropriate and upon request.
- Use or Permission: Requests for permission to use University identity marks on products or services, which are outside the scope of licensing and licensing transactions handled by the Director of Licensing, shall be controlled by UMC with advice and counsel from OGC, as appropriate and upon request. UMC shall perform a preliminary review of all requests for permission to use University identity marks and shall make recommendations with respect to the accurate use of the marks as well as the reputational impact of the request before the request moves forward to the OGC for further consideration, advice, and approval, if deemed necessary.

Internal Use

University identity marks on products that are solely for internal use, such as stationery or business cards; for free distribution, such as catalogs, promotional publications, or other University publications; or University advertising must be in conformity with the officially sanctioned identity marks. UMC maintains the University's current identity marks.

To ensure control over the reproduction of University identity marks and the quality of goods or services with which they are associated:

- All official literature and promotional material must be coordinated through UMC.
- All University printing must be coordinated through UMC.
- UMC, working with University deans, directors, and department heads, will develop marketing strategies, design and print materials, and create web sites for their respective entities.
- UMC also maintains oversight of the quality and presentation of institutional identity elements, including the University's seals and logos.
- UMC coordinates all aspects of print, advertising, video, and web sites, including, but not limited to, writing, designing, editing, proofreading, developing print specifications, printing, and purchasing of vendor services.

Independent Organizations' Services or Activities

The OGC, upon the recommendation of UMC, must review and approve in writing any request for the use of University identity marks by independent organizations, in connection with services or activities, or in any context other than affixing the marks to commercial products.

Unauthorized Use

Any member of the University Community who becomes aware of the unauthorized use of University identity marks by a third party is responsible for notifying the Director of Licensing and the OGC.